

**Flight 93 Advisory Commission**

**Briefing Reports**

**November 13, 2010**

**NPS Land Acquisition Briefing Report**  
**November 13, 2010**

*Prepared by: Bill Sindelar*

Following is an update of National Park Service land acquisition activities at Flight 93 National Memorial since the Commission/Task Force meeting, August 2, 2010.

- The National Park Service continues to work with the Department of Justice on the Svonavec tract. Pre-trial activities are currently taking place, and the Federal Court has not yet scheduled a trial date.
- The title issue regarding The Conservation Fund coal rights has been resolved. We are contracting with our title attorney for the closing with The Conservation Fund to purchase their coal rights, and the closing will take place soon.
- We have contacted the owners of Tract 03-106 (Blades), who want to sell their property, and have advised them we will order a title search, and once we know the status of their subsurface mineral rights, we will request a property appraisal.

**Land Acquisition Briefing  
Families of Flight 93  
November 13, 2010**

*Prepared by: Patrick White*

**I. FEE SIMPLE & EASEMENT ACQUISITIONS:**

**A. by Families of Flight 93 (Families):**

1. **Tract 01-109-** formerly owned by (FOB) T. Lambert-now held in fee by Families, subject to a conditional lease for sub-surface oil& gas exploration and recovery:

a. a site inspection for artifacts and objects from the crash of UAL 93 was conducted on Friday October 29<sup>th</sup> by K. Nacke & B. Black of NPS. Although an object was located, subsequent investigation concluded that the part was not related to the e aircraft or crash. A more thorough investigation and site inspection are being planned. An agreement between

b. an initial site survey to determine the economic feasibility of a selective harvest of timber during the winter season is being investigated through the efforts of Appalachian Forest Products.

**B. by NPS:**

1. **Tract 01-125 -**FOB K. Lambert from Families, being considered for acquisition; funding source being investigated.

**II. FEE SIMPLE & EASEMENT SALES:**

**A. to the Conservation Fund- State Game Lands-**

1. **balance of Tract 01-101, Parcel 9** is being conveyed to the Conservation Fund and in turn to State Game Lands, and negotiations regarding the handling of the present cell tower lease being converted to an easement are on-going.

**OTHER INITIATIVES OF NOTE**

The eminent domain proceedings for **Tract 01-102**, FOB Svonavec, Inc., is on-going, with discovery set to conclude in December of 2010 and trial on valuation expected to be set during early to mid-2011.

**CONCLUSION**

Land acquisition has slowed considerably and although a few tracts are being processed, the remaining acquisitions of view-shed easement lands is awaiting resolution of the Svonavec, Inc. case, and the potential for future funding being required from Congress.

## Communications Briefing Report November 13, 2010

*Prepared by: Lisa Linden and Michael Petralia*

### **Introduction**

The story of the Flight 93 National Memorial over the last three months has been one of steady progress. Building of the first phase of the Flight 93 National Memorial moved forward, even as the nation took time to again remember the 40 heroes of Flight 93 and the others who lost their lives on September 11, 2001.

LAK, through a series of media initiatives and working with the Flight 93 Memorial partners, helped tell this story of success in construction and fundraising.

LAK was honored to provide extensive media relations support leading up to and including the September 11, 2010 Commemoration Ceremony for the Flight 93 heroes. The massive coverage of the event reflected the solemnity of the day and the historic participation of two First Ladies as the keynoters. It also reminded the nation that construction of the Flight 93 National Memorial was proceeding on time and that the public must continue to contribute financially to ensure its completion.

### **The Flight 93 Memorial Task Force Sunsets**

News released in early August reflected this progress. Based on a letter from Flight 93 Task Force Co-Chairs Patrick White and Jerry Spangler, LAK drafted and serviced a release on August 4 announcing that the Task Force would disband after its August 7 joint meeting with the Flight 93 Advisory Commission, as the memorial construction was now well underway. The news was well covered, including an *AP* story that was posted on more than 20 media sites. The Task Force's final meeting was also covered by the *Daily American*, the *Tribune-Democrat*, the *Pittsburgh Tribune-Review*, the *Pittsburgh Post-Gazette* and *WJAC-TV*.

In the same week, LAK helped the National Park Service (NPS) Western PA Superintendent Joanne Hanley service a release asking supporters to vote for the memorial as "America's Favorite Park" to help win a \$100,000 grant sponsored by Coca-Cola in partnership with the National Park Foundation (NPF). Both the *Tribune-Democrat* and the *Daily American* covered the story.

### **Laura W. Bush to Keynote the September 11, 2010 Commemoration**

On Friday, August 6, the NPF announced on behalf of the Flight 93 partners that Mrs. Bush would keynote the 2010 commemoration ceremony. LAK serviced the press release. Coverage was extensive and included an *AP* story titled "*Laura Bush to Speak at Pa. Flight 93 Anniversary*," featuring comments from NPF President and CEO Neil Mulholland and Families of Flight 93 President Gordon Felt. *ABC News*, *CBS News*, *MSNBC*, *Forbes.com* and *Reuters.com* posted a version of the announcement on their media sites.

To update the public on the memorial's planning and construction progress, LAK – after discussions with the NPS – helped draft and service a media advisory for a press briefing. Memorial architect Paul Murdoch and NPS Flight 93 National Memorial Site Manager Jeff Reinbold spoke to reporters at the Western Overlook temporary memorial site on August 13. The briefing was well covered locally by the *Daily American*, the *Pittsburgh Tribune-Review* and *WTAJ-TV* in Altoona, PA. The *Daily American* piece was picked up by the *AP* and posted on several news sites such as the *Indiana (PA) Gazette*, the *Albany (NY) Times-Union* and the *Morris County (NJ) Daily Record*.

### **First Lady Michelle Obama Joins Mrs. Bush to Keynote the 2010 Commemoration Ceremony**

On August 23, the NPF announced that First Lady Michelle Obama would join Mrs. Bush to keynote the September 11 ceremony at the Flight 93 National Memorial site. LAK serviced the NPF press release; Lisa Linden drafted and serviced a companion statement by Gordon Felt. This historic announcement, which also noted the participation of U.S. Interior Secretary Salazar and PA Governor Ed Rendell, was picked up by thousands of media sites around the world. Coverage included an *AP* story titled “*Michelle Obama, Laura Bush at 9/11 event in Pa*” with comments from Neil Mulholland. The *New York Times*, the *Washington Post*, *USA Today* and the *Wall Street Journal* all posted their own stories on their political blogs.

Throughout August, LAK participated in regular planning meetings for the commemoration ceremony, while also providing guidance on responding to a stepped up effort by opponents of the memorial’s design.

### **September 11, 2010 Commemoration Ceremony**

Lisa Linden and Mike Petralia were at the Western Overlook on September 9 and 10 to facilitate pre-event interviews with Flight 93 Memorial partners. On September 11, LAK was at the ceremony site at 4 a.m. to arrange interviews and assist the media. We also drafted and help service a press release from the NPF on behalf of the Flight 93 Memorial partners for the ceremony. Media highlights included:

- **coverage of Mrs. Bush’s participation at a September 10 Flight 93 fundraiser** – LAK worked with the NPF to garner significant coverage of this event, which included stories by the *AP*, the *Pittsburgh Tribune-Review*, the *Pittsburgh Post-Gazette* and local PA television. Neil Mulholland and Gordon Felt comments were featured in stories regarding the fundraiser.
- ***Wall Street Journal*** – The September 10 piece on the effort to build a memorial noted the NPF’s role in fundraising, its texting campaign and the Pittsburgh Steelers players’ upcoming fundraiser. It featured comments from Joanne Hanley and Gordon Felt.
- **National Media** – *CNN* did a major video piece on construction progress that included interviews with Families of Flight 93 board member Ken Nacke, Gordon Felt and Jeff Reinbold. *CNN.com* did a companion piece highlighting the positive relationship between the local community and the Flight 93 National Memorial partners titled, “*In Pennsylvania, two sites mark hallowed ground and heroism.*” *CBS Evening News* did a September 11<sup>th</sup> piece that prominently featured the commemoration ceremony. The *AP* did a stand-alone piece on the event titled “*Michelle Obama: Flight 93 crash site shows healing.*” *AP* also did two different video news pieces from the event that were available to television news stations across the globe. In addition, the press release was also posted on dozens of news sites around the country including *Reuters*, *CNBC.com*, *Forbes.com*, *MarketWatch* and *AOL Daily Finance*. *C-SPAN* covered the ceremony in its entirety. *Voice of America* television covered the ceremony as well.
- **Local and regional coverage** – All of the major western PA media outlets, including newspapers and the television stations, covered the ceremony. Other regional media that covered the event included the *Philadelphia Inquirer* and *ABC’s New York City* affiliate.

Lisa Linden also helped facilitate several radio interviews for Gordon Felt in the days leading up to the event.

### **Post September 11th**

In the weeks following the September 11 ceremony, LAK worked with the Flight 93 Memorial partners on other important public relations initiatives.

### **Entrance Road Contract and New Winter Hours**

LAK helped draft and service a September 30th NPS press release announcing a \$4.5 million NPS contract award to build the new entrance road for the memorial. An *AP* piece on the announcement was posted on more than 100 news sites around the country, including *CNBC*, *ABC News*, *CBS News*, *Business Week* and the *Washington Post*. The *Daily American*, the *Pittsburgh Tribune-Review*, the *Tribune-Democrat*, *WTAE-TV* (Altoona) and *WRTA radio* (Altoona) covered the announcement separately.

On the same day, LAK helped the NPS draft and service a press release to inform the public about the memorial's new winter visiting hours. Both the *Daily American* and the *Tribune-Democrat* covered the story.

### **National Park Foundation Announcements**

Since the September 11th ceremony, LAK has helped the NPF service three press releases. They were:

- A September 21 announcement that the NPF is now broadcasting live images online through a partnership with EarthCam, Inc. The story was picked up by the *Chambersburg (PA) Public Opinion* and had been mentioned in earlier pieces by the *Daily American*, the *Tribune-Democrat* and a blog piece on *MSNBC*.
- An October 14 release announcing that Musco Lighting was donating its expertise and lighting equipment to the memorial. *Daily American*, the *Tribune-Democrat* and the *Pittsburgh Tribune-Review* covered the story among other media.
- An October 28 announcement that the memorial campaign's fundraising PSAs will be shown during the World Series at both ballparks and featured on the MLB Network, MLB.com, ESPN radio and XM Satellite radio. LAK also helped draft a statement from Gordon Felt for the release. The *Pittsburgh Tribune-Review* covered this news among other media.

### **Ongoing Efforts**

LAK continues to participate in a weekly conference call with Will Hollier and the Families of Flight 93 to discuss ongoing coordination between media strategy and government relations efforts. LAK also regularly monitors media and blog sites for the Flight 93 Memorial partners for stories concerning Flight 93.

### **Going Forward**

The next year will be exciting and challenging one for the Flight 93 National Memorial. LAK and the Flight 93 Memorial partners have been discussing the public relations requirements for the next twelve months that will culminate in the 10<sup>th</sup> anniversary of September 11th and the dedication of the memorial's first phase.

As the anniversary approaches, LAK will work with the Flight 93 Memorial partners to find new ways to continue the positive publicity momentum of the past two years. We will look for opportunities to let the nation and the world know that progress continues on fundraising, on construction and on the planning of educational components of the memorial.

We expect that as September 11, 2011 gets ever closer, media interest will steadily build. LAK will work to ensure that information is disseminated to the media in a proper, professional and timely manner.

As always, a primary goal is to support the fundraising efforts of the memorial campaign. Our message will continue to be that continued private contributions are vitally important if we are to meet the promise made by this nation to complete a fitting memorial dedicated to remembering the lives and actions of the 40 extraordinary men and women of Flight 93.

**Friends of Flight 93 National Memorial**  
**Briefing Report**  
**November 13, 2010**

*Prepared by: Jerry Spangler*

The Friends of Flight 93 National Memorial continues its organizational activities in a steady pace. During the past three months, we have worked on the following projects:

1. September 11<sup>th</sup> Activities The Friends provided volunteers to assist the visitors at the September 11<sup>th</sup> memorial service. Gene Leonard spearheaded efforts to sponsor a 9/11 ribbon project. All those in attendance were provided a white ribbon with a narrow royal blue strip on one side. Visitors were encouraged to write a message on the white portion and leave the ribbon as a tribute. Friends Board member Ginny Barnett also designed a bookmark that accompanied the ribbon. The Friends also hosted a post-ceremony family reception at Indian Lake Lodge. We acknowledge donations and contributions in kind from Unity Printing, Latrobe, Pa; Starbucks Coffee, Somerset, PA; Terry and Pat St.Clair/Indian Lake Lodge; Mark Knepper/Knepper Farm and Outdoor Equipment, Gene Leonard and Ginny Barnett.
2. Organizational activities—The Friends have now received Section 501[c][3] charitable organization status by the Internal Revenue Service. Donations are now tax deductible. We have also obtained a sales tax exempt status from the Commonwealth of Pennsylvania. We are in the process of finalizing our first cooperative agreement with the National Park Service that will define our responsibilities for the coming year.
3. Fundraising activities—Through a generous donation from Mal Fuller, the Friends have been selling a DVD of a Flight 93 Memorial event which involved the Somerset Community Band and the Macungie Community Band.
4. Committee Activities—
  - A. Fund-raising—Co-chairs Patrick White and Lance Sturni are assisting the National Park Foundation by assisting in the flag-raising project. Friend Donna Bates has designed and made a king-size quilt which will be used at the “Forty for Forty” fundraiser with the Pittsburgh Steelers on November 17.
  - B. Education Committee Co-chairs Ginny Barnett and Gene Leonard and their active committee are participating in discussions with NPS on interpretation and education activities.
  - C. Memorial and Land Stewardship Co-chair Ed Bowersox has presented a proposal to our board regarding landscape improvements to the NPS office on-site. Our plans are to have a work day on Earth Day, April 22, 2011.
5. Strategic Planning retreat—We held a strategic planning retreat on Friday November 12 in anticipation of our annual membership meeting to be held on Monday, December 6, 2010.



**Government Relations Briefing Report**  
**November 13, 2010**

*Prepared by: Will Hollier & Patrick White*

Summarizing the activities of the Families of Flight 93 and Hollier & Associates, LLC, in conjunction with our partners in the NPS, FAC, and NPF

I. Federal Appropriations:

A. Mr. Hollier consulted with House and Senate appropriations staff and Pennsylvania Delegation regarding status of appropriations process and strategy for securing Memorial funding in FY11 appropriations bills.

B. Mr. Hollier secured and attended appointments along with Messrs. Felt and White at the White House with First Lady M. Obama's senior staff, and at the Department of Interior, and secured appointments with Congressional allies for family members who are also Families of Flight 93 Board members to advocate for the inclusion of \$5,000,000 in the President's FY12 Budget. Mr. Hollier provided required follow up to meetings.

C. Mr. Hollier drafted letter for Pennsylvania Congressional Delegation to send to Office of Management and Budget requesting \$5,000,000 be included in the President's FY12 Budget as a line item for the F93NM.

D. Mr. Hollier assisted in the successful efforts to ensure FY10 appropriated funds and FHW funds allocated to FLNI were not reprogrammed.

II. Related actions in support of the Flight 93 National Memorial:

A. Mr. Hollier assisted in the preparation of Mr. Felt's remarks for the Ninth Anniversary Ceremony. Hollier provided follow up to tasks related to Ninth Anniversary Ceremony.

B. Messrs. Felt, White, and Hollier participated in former First Lady Laura Bush fundraiser for FLNI in Pittsburgh, PA.

C. Additionally, Mr. Hollier provided assistance to FLNI fundraiser hosted by the National Senatorial Committee.

D. Mr. Hollier leads weekly conference calls with Families and LAKPR to allocate tasks and responsibilities, ensure proper follow up to action items, and which serve as a public appropriations and related strategy session.

E. Along with Families' representatives Mr. Hollier reviews and provides comments to LAKPR on press and advocacy FLNI materials.

F. Mr. Hollier met with Senator Casey's staff to discuss the introduction of a rewrite of the Congressional Gold Medal Legislation.

## **Fundraising and Capital Campaign Briefing November 13, 2010**

*Prepared by: King Laughlin*

The late summer and fall were an active period for the Flight 93 National Memorial Campaign, which included the ninth annual observance of September 11, 2001. In the weeks leading up to and since September 11, the Campaign has made steady progress toward our goal of raising \$18 million, and we are sensing a renewed energy and enthusiasm for supporting Flight 93 now that construction is underway and the dedication of the memorial is less than one year away.

### **CAMPAIGN SUMMARY**

Through the first three quarters of the year, more than 125,000 donations totaling \$18.5 million have been received from over 65,000 donors. There are a number of solicitations outstanding or in progress for the Capital Campaign, from a few thousand dollars up to \$5 million. New events and initiatives have also created additional opportunities or opened new doors for the Capital Campaign.

### **CAMPAIGN ACTIVITIES**

#### ***Upon This Sacred Ground, Courage Remembered***

NPF's former Honorary Chair Mrs. Laura Bush spoke at a special Flight 93 benefit event on September 10. Some 100 guests attended the reception, dinner, and brief program at Pittsburgh's Fairmont Hotel. Mrs. Bush offered a warm welcome and delivered a powerful appeal for building the memorial as a national park and for restoring the historic landscape to its natural splendor. An engaging video presentation on Flight 93 preceded a strong call to action, and all guests were asked to consider pledging further support for the memorial. The event raised over \$100,000 for the Flight 93 Campaign.

#### ***Public Service Announcement Campaign and Media Outreach***

The Campaign is conducting a first-ever major public service announcement campaign around the Flight 93 National Memorial. Elements of the campaign, including a video and audio PSA, printed materials, and scripts, have been utilized extensively in sports stadiums and arenas, on cable television stations, and on radio. Most recently, thanks to the efforts of Laura Bush, the PSA campaign was featured during the World Series on scoreboards in San Francisco and Dallas, on broadcast radio, and on Major League Baseball's on-line platforms. Over \$50,000 has thus far been contributed to Flight 93 through this campaign and other media outreach initiatives.

#### ***"911" Pins Support Flight 93***

Steven Singer Jewelers of Philadelphia, Pennsylvania has contributed \$206,000 to the Capital Campaign through the sale of more than 20,000 commemorative lapel pins in the shape of "911." During August and September pins were available on-line or over the phone for purchase with 100 percent of the proceeds benefitting the Flight 93 National Memorial. Mr. Singer, whose initiative was widely advertised on a nationally-syndicated radio program hosted by Michael Smerconish, intends to sell pins again in 2011 with the goal of surpassing this year's donation.

#### ***NRSC Sponsors Contribute to Flight 93***

During its fall meeting in Bedford Springs, Pennsylvania, the National Republican Senatorial Committee designated Flight 93 as the beneficiary of its fundraising campaign. On September 11, Senator John Cornyn announced that the NRSC raised \$70,000 in contributions for construction of the memorial.

### ***Tuesday Before The Barclays***

Flight 93 honorary campaign co-chairman Governor Tom Ridge was the guest of honor for a golf tournament, dinner, and auction hosted by the Essex County Country Club (New Jersey) on August 23-24 to benefit the Flight 93 National Memorial. The event raised \$32,000 for the Campaign.

### ***Westmoreland County Community College Concert for Flight 93***

Westmoreland County Community College Choir and Symphonic Band, the Jeannette Community Band, and the Somerset Community Band came together under the direction of Dr. Roderick T. Booker to perform a concert to benefit Flight 93 at Greensburg Salem High School on September 11. The concert raised over \$4,100.

## **OTHER PROJECT DEVELOPMENTS**

### ***Forty for Forty***

Flight 93 is again teaming up with the Pittsburgh Steelers to host “40 for 40” on November 17 at Heinz Field in Pittsburgh. Forty current and former Steelers greats, captained by Rocky Bleier will join together in unity with Flight 93’s forty passengers and crewmembers and their families. Event and table sponsorships, individual ticket sales, and an auction during a reception and dinner will raise funds for the Capital Campaign. Range Resources of Canonsburg, Pennsylvania is the event’s presenting sponsor.

### ***Live On-Line Images of the Flight 93 National Memorial***

The National Park Foundation partnered with EarthCam, Inc. starting over the summer to broadcast live images of the Flight 93 National Memorial at [honorflight93.org/webcam](http://honorflight93.org/webcam). A high-definition camera, located at the western overlook, uploads a new image of on-going construction activity every fifteen minutes during daytime hours, and archived images form a dramatic time-lapse view of the memorial. In roughly two months’ time, the camera has attracted over 37,000 pageviews and is the second most viewed page on the website.

### ***MUSCO Lighting***

MUSCO Lighting continues to work closely with the architectural team and National Park Service, providing engineering and design services on first phase of the Flight 93 National Memorial. These services will ultimately allow the memorial to save costs, increase energy efficiency, and improve the visitor experience.

## **CONCLUSION**

This coming September will mark ten years since the events of September 11. The months ahead will be the most critical to the success of the Flight 93 National Memorial Campaign. Millions of dollars must still be raised to complete the memorial. As partners, we must all continue to play a major role in preserving the story Flight 93 as one of the defining moments in our nation’s history and transforming this remarkable historic landscape into a publicly-accessible national park.

## **National Park Service Report November 13, 2010**

*Prepared by: Jeff Reinbold*

### **Move to New HQ**

The NPS is currently moving operations staff to the new onsite headquarters. The new location will allow the park to staff the memorial more efficiently and cost effectively. A contractor has completed the entry drive and most of the interior building improvements. The NPS is attempting to complete the move by January 2011.

### **Visitation**

On October 13, 2010, the NPS moved to winter hours of operation at the Western Overlook. The site is now open and staffed with NPS rangers and Ambassadors from 9:00AM – 5:00PM. Nearly 60,000 people and 125 buses visited the site in the last 3 months since the August 7 Commission meeting. To meet this demand, the NPS has temporarily supplemented Flight 93 staff with rangers from the other Western Pennsylvania parks and will be hiring one permanent interpretive ranger and several seasonal rangers to staff the memorial.

### **Volunteers**

At the close of fiscal year 2010, Ambassadors had provided 2,496 hours in interpretation at the temporary memorial. In addition, volunteers contributed 1,313.5 hours toward the oral history project and preserving the tribute items from the move to the Western Overlook.

On October 19, Keith Newlin led the volunteers on a tour of the construction site. This hardhat tour took the volunteers along the ring road, around the newly graded Bowl and memorial groves, and out onto the Arrival Court and Memorial Plaza.

### **Oral History Project**

The Oral History project made an important addition in October. Staff successfully installed software and the more than 20,000 'events' recorded on 9-11-01 at Somerset County EMA 911 call center. This project has faced many technical challenges but the records, software and tutorials have now been added to the project.

Staff also completed travel to San Francisco in late September. During the weeklong trip, they recorded 24 interviews, including 22 family stories representing 10 different passengers and crewmembers.

### **Educator's Workshop**

Staff met with representatives from the National September 11<sup>th</sup> Memorial and Museum, Pentagon Memorial Fund, and Smithsonian National Museum of American History on October 21 to discuss a collaborative education project. The sites agreed to move forward with initial planning for a virtual conference for educators in Jun or Jul 2011. The one-day online conference would also include an accompanying website that would provide resource information on each site as well as webcasts of the presentations.

**Interpretation and Education Planning  
Briefing Report  
November 13, 2010**

*Prepared by: Jeff Reinbold*

**Status**

On September 8, 2010, the NPS convened an evaluation panel to review three consultant proposals for preparing the Interpretive and Education Plan. Committee members Donna Glessner and Ed Root also served on the panel. On September 17, the NPS awarded the contract to Ron Thomson of Whittier, California. Ron worked for the NPS in interpretive planning for more than 20 years and has operated a consulting firm for an additional 16 years. Ron has lived and worked extensively in Pennsylvania and led projects at sites of conscience such as Little Bighorn Battlefield National Monument. The full Committee met Mr. Thomson on an October 13, 2010 conference call.

The Committee will conduct a Foundations Workshop in Somerset on November 9-11. Participants will develop interpretive themes and visitor experience goals by building on the direction provided in the General Management Plan and subsequent planning efforts. Architect Paul Murdoch and the NPS design and construction team from the Denver Service Center will participate in the workshop to integrate the interpretive planning results into the design process. In addition, the NPS recently selected Gallagher and Associates as the exhibit design contractor for the visitor center. Staff from Gallagher and Associates will also attend the workshop.

The Committee has tentatively planned a Recommendations Workshop for December 13-14 in Washington, DC. This meeting will engage outside subject experts to refine the results from the Foundation Workshop and develop detailed recommendations.

By the end of the year, the Committee will provide the exhibit design team with guidance for creating the displays at the Memorial Plaza in Phase 1A. The team will design the exhibits and the NPS will have them fabricated and installed by the September 11, 2011 dedication. The Committee will finalize the Interpretation and Education Plan by March 2011.

**IPTC Members**

- Brent Glass
- Donna Glessner
- Ed Linenthal
- John Reynolds
- Ed Root
- Joanne Hanley
- Barbara Black
- Jeff Reinbold

**Exhibit Design**

The exhibit design firm of Patrick Gallagher Associates was chosen from the NPS “indefinite quantities contracts” list. Out of all the IDIQ firms, who stood head and shoulders above all the other excellent firms ([www.gallagherdesign.com](http://www.gallagherdesign.com)). Some of their projects have been:

Gettysburg Museum

Jamestown Settlement

Normandy American Cemetery Visitor Center

National WW II Museum (New Orleans)

National Museum of American Jewish History (Phil)  
Belzec Memorial Interpretive Center (Poland)  
Chinctoteague Visitor Center  
FDR Library  
International Spy Museum (DC)  
Ocean Hall at the Smithsonian  
Hall of Geology, Gems and Minerals at the Smithsonian

**Anniversary Planning  
Briefing Report  
November 13, 2010**

*Prepared by Jeff Reinbold and Debby Borza*

**Status**

The Anniversary Planning Committee met on October 7 to review the 2010 commemorative service. More than 6,000 people visited the site over the September 11 weekend. The NPS reported no major incidents occurred. The participation of Mrs. Michelle Obama and Mrs. Laura Bush as featured speakers made for a very moving and high profile event that generated extensive media coverage. The NPS is obtaining a copy of the CSPAN broadcast of the entire event. The Committee also discussed lessons learned from this year's commemorative service that the Partners could apply to the 2011 event.

The Committee met on November 4 to continue planning the 2011 anniversary and dedication events. Donna Glessner presented her initial findings from a review of dedication programs at other memorials. The Committee will meet again on December 2 to more thoroughly discuss Donna's work and develop an outline for the 2011 dedication and commemorative service programs.

The 2011 anniversary events will be held at the newly constructed Memorial Plaza. The Committee anticipates that the dedication will occur early in the afternoon on Saturday, September 10, and the commemorative service will occur as usual on Sunday, September 11.

Each year the memorial plays host to many smaller events that occur after the commemorative service. The Committee anticipates that the NPS will receive a large number of requests for such activities over the September 11 weekend this year. All activities (non-First Amendment) will require a Special Use Permit from the NPS so the agency can ensure visitor safety and access to the Memorial Plaza. The Partnership Leadership Committee (PLC) agreed at its November 4 meeting, to bring any major Partner events to the PLC for discussion and coordination as soon as possible. The Friends of Flight 93 representatives on the Committee agreed to maintain a calendar of events occurring outside the memorial.

**Committee Members**

- Henry Cook, Flight 93 Advisory Commission
- Donna Glessner, Flight 93 Advisory Commission
- Debby Borza (co-chair), Families of Flight 93
- Carole O'Hare, Families of Flight 93
- Christine Fraser, Families of Flight 93
- Gene Leonard, Friends of Flight 93
- Lladel Lichty, Friends of Flight 93
- King Laughlin, National Park Foundation
- Victoria Tagliabue, National Park Foundation
- Barbara Black, National Park Service
- Jeff Reinbold (co-chair), National Park Service

